



PRISM

STYLE GUIDE

Within this document are PRISM's core visual guidelines

and assets. Following guidelines ensures PRISM's

message remains impactful, challenging and understandable.

CONTENTS

...word sent me
...it felt so
...I can
...Naked + Washboard
...just trying
...out of me
...but
...for the
...to escape
...a place
...vibrant
...you

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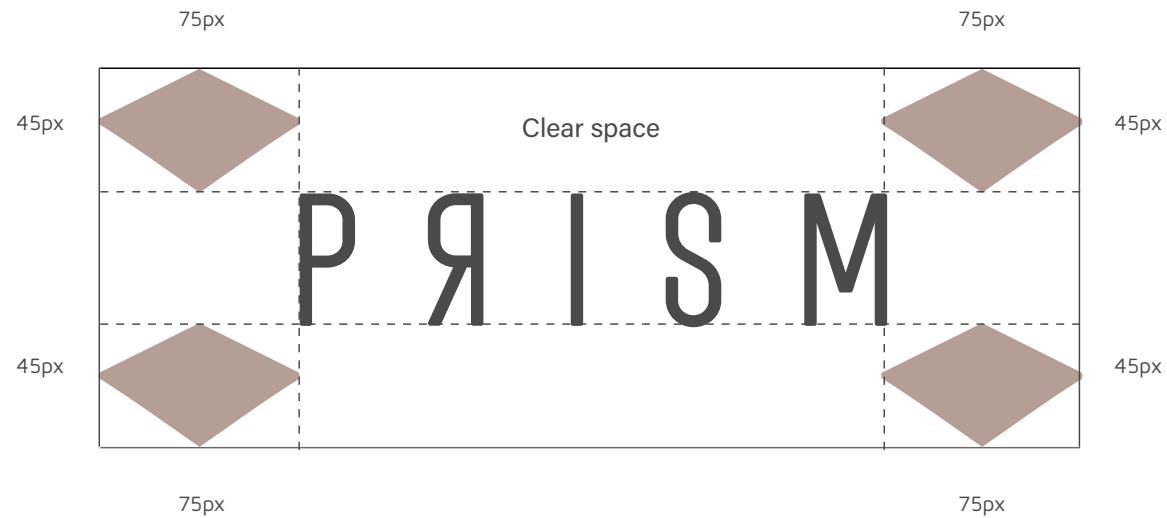
P R I S M

LOGO

PRISM

Primary logo
with wordmark

Main mark fully representing
the PRISM brand. Use whenever
possible.



Primary logo + icon clearance + sizing

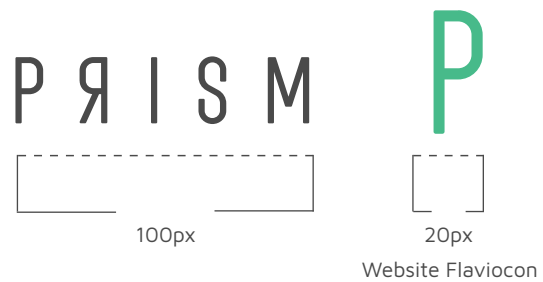
Clearance

The primary logo's clear space is equal to the height of the prism (seen as light rose icon in the diagram).

Sizing

The PRISM primary logo should never be smaller than 100px width in digital or 50mm in print.

The PRISM primary icon should never be



Primary logo application



Sizing

The PRISM primary logo should never be smaller than 100px width in digital or 50mm in print.

The PRISM primary icon should never be smaller than 35px in digital or 14mm in print.

Primary icon misuse



PRISM

X Do not resolve the logo in two different colours.



PRISM

X Do not change the logo colour or tone outside of the approved colorways established in this guide.



PRISM

X Do not use logo against color of similar value, thus creating low contrast scenario.



PRISM

X Do not distort or warp the logo in any way.



PRISM

X Do not rotate the logo.



PRISM

X Do not stack icon and wordmark.



PRISM

Logo on imagery

If logo sits on background photography, image must provide ample contrast completely across entire logo. Repetitive imagery like gems, rock textures (as pictured), PRISM's' color-mapped backgrounds (section 5), nature photography of buildings, and dark clouds are all good examples.



COLORS

Our colors set the tone

PRISM's elegant, subtle yet strong Primary Palette hums with earth tones and neutral notes. Its the well-designed architectural support provides a rooted footing - conscious of the ancient expression. While PRISM's Misfit Palette breaks patterns of subtlety - disarranging and rearranging convention. It marks the hallowed walls with indelible scratches of vibration and unapologetic loud voices.

■ Neutrals

■ Warm

■ Neutrals

Black

PMS 7540
C66 M59 Y57 K39
R74 G74 B74
#4a4a4a

Bronze

PMS 4715 C
C0 M23 Y36 K45
R104 G108 B90
#8c6c5a

White

PMS
C1 M0 Y0 K2
R246 G249 B249
#f6f9f9

Morganite

PMS 284
C0 M13 Y17 K29
R181 G158 B150
#b59e96

Iron

PMS Cool Gray 10C
C5 M4 Y7 K57
R105 G106 B110
#696a6e

Silver

PMS 7538
C0 M1 Y0 K43
R146 G145 B146
#919291

Ametrine

PMS 663
C0 M3 Y4 K7
R237 G231 B228
#ede7e4

Primary colors

These are our primary colors and should be used first and for all significant call-outs, backgrounds and fonts. Defender red is our flagship followed quickly by Nautical Navy. All other colors here are values of our main colors.

Maximum Joy

PMS 379
C9 M0 Y63 K6
R220 G241 B289
#dcf159

Diversion

PMS 377
C16 M0 Y99 K42
R124 G148 B2
#7c9402

Divulgence

PMS 7723
C61 M0 Y26 K27
R72 G186 B138
#48ba8a

Bedlam

PMS 722
C0 M38 Y66 K20
R205 G127 B69
#cd7f45

Vertex

PMS 656
C20 M0 Y0 K0
R204 G255 255
#ccffff

High Hope

PMS 1787
C18 M19 Y0 K2
R201 G202 B250
#d3cafa

Misfits colors

Misfit colors show up and disrupt the experience- be it a social post, email, poster, web site one at a time but never together-they break up the elegance and resonate with resplendent chaos. These colors never group together, and never seen with one another. Rather, they only show up as individuals per moment (one per image) bringing fun and havoc with them.



TYP OGR APHY

**Vivid, legible,
maximizing impact with
elegance and simplicity.**

PRISM's headers are bold, strong and evocative. Its body text is approachable and legible regardless of the copy's length.

HEADER

ITC Avante Garde Gothic

Minimum size: 60 pt.
Spacing: 1.5 x size

Sub header

Freight Big Pro

Size: 30 pt.
Spacing: 25 pt.

Secondary

Fira Mono

Size: 18 pt.
Spacing: 75 pt.

body

Maven Pro
Size: 18 pt.
Spacing: 0 pt.

HEADER

Biryani

Minimum size: 60 pt.
Spacing: -2 x size

Sub header

Payfair Display Bold

Size: 30 pt.
Spacing: 25 pt.

Secondary

Overpass Mono Light

Size: 18 pt.
Spacing: 75 pt.

body

Maven Pro
Size: 18 pt.
Spacing: 0 pt.

PHOTO GRAPHY

Photography is a core element in supporting visual story of the written and spoken word. The visuals should generally avoid focusing on narrative but rather set the visual table with beauty and mystery - evoking the core aspects of the brand.





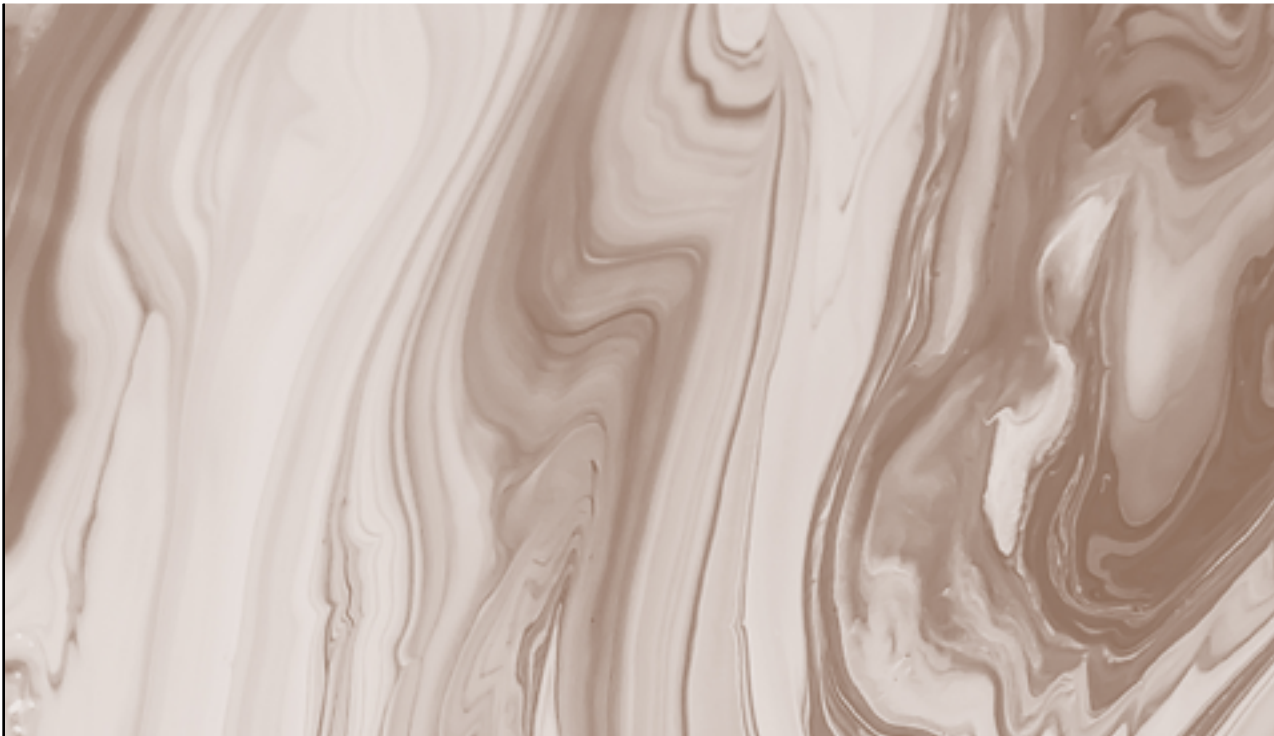
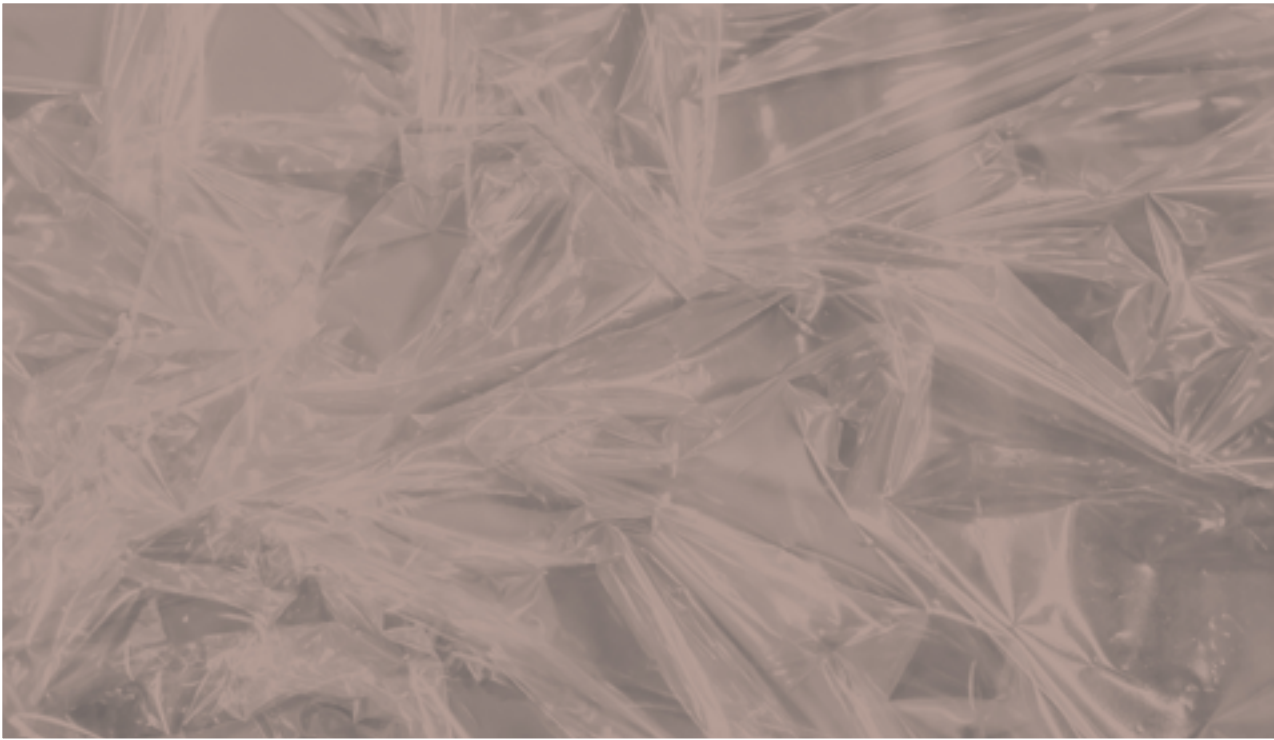
Photographs show the mood and style of brand - enigmatic beauty and the occasional vibrant disruption.

Photos used of gems, semi-precious minerals, prisms, objects that refract light, paint splotches, smudges, scribbles, action strokes for mark-making all align with the brand.

Color-Mapped Backgrounds

PRISM's style also has a gradient map that can be leveraged with PRISM imagery for more impactful background treatments and as additional and more diverse methods of featuring imagery. The gradient map has limited ranges

and is set based on the additional PRISM gradient map file. These background works well when type is needed on top of imagery. Ensure contrast is sufficient to maintain readability and impact.



Additional examples of gradient map color background.



MARKS

The final touch.

With the following, we help to illuminate the spoken and written word and tie all elements together to bring life to the brand.

to regain territory with my words
I find darkness + disconnection
weild my words as a weapon
an original word sent the
into orbit it felt so
taste that my skin still
sings it B/C I came
this world naked + unashamed
honestly I'm just trying
get out of here like
!

ive by these words that
aching to escape from the
my tongue a place
feels vibrant feels
feels young

Disrupt the scene

These marks provide not only disruption, but provides a human element. Using the Misfit Palette, bring added life to each design with a single mark element. Do not use more than one. Primary colors can also be used in marks.



VISUALIZATION

**How it all comes
together**

With the following, we help to illuminate the spoken and written word and tie all elements together to bring life to the brand.



Applying all the elements



